

2021 Linden Avenue Pop-Up Markets Report



Nutritional food access and education in South Bend's historic minority corridors

PARTNERS

- IMPower Center
- The Martin Luther King, Jr. Center
- Venue Parks & Arts
- St. Joseph County Purdue Extension
- St. Joseph County Department of Health
- City of South Bend's Engagement & Economic Empowerment Team

2021 DATES

- August 1
- September 5
- October 10

BACKGROUND

The Linden Avenue corridor is an area impacted by food insecurity within the South Bend community. The nearest grocery store with fresh produce is over a mile away from the heart of the area. This food inaccessibility compounds existing health and economic inequalities that have plagued the community for decades, particularly its youngest and most vulnerable members. Food insecurity leads to malnutrition, which is linked to poor cognitive growth and low educational achievement in children. The effects of food insecurity, therefore, propagate institutional inequity and injustice as these children are denied opportunities for development.

In response to this challenge, the City of South Bend's Engagement & Economic Empowerment (EEE) Team piloted three pop-up markets in the Linden Avenue corridor. We partnered with over 20 local farmers, prepared food vendors and more to provide access to fresh, affordable, quality, nutritious food products to Kennedy Park residents. Also, we paired fresh local food and information outreach with performances by local artists and entertainers to further drive engagement. During the markets, we interviewed Kennedy Park residents to learn more about the effectiveness of regenerating the local food system and to encourage and foster a stronger social network within the city that continues to keep the Kennedy Park community healthy. Our team captured 78 surveys throughout the course of the program and summarized our findings in this report.

The Linden Avenue Pop-up Market pilot program worked to address three goals:

- (1) to determine the long-term viability of pop-up markets for the area in terms of both local food vendor and resident participation;
- (2) to engage with residents to learn more about their needs and if the pop-up markets addressed their priorities in regard to fresh, affordable and culturally appropriate food access;
- (3) to activate a space that has experienced historic disinvestment and systematic inequality

This report contains a summary of findings and recommendations to justify the continuation of this pilot program. Our team has received an overwhelmingly positive response to the pilot program and found that this program gives rise to a promising opportunity to continue to engage residents and local food vendors, address food insecurity, and regenerate the local food system.

Key Findings

Who attended?



500

ESTIMATED NUMBER OF RESIDENTS
WHO PARTICIPATED IN MARKETS

60%

REPORTED HEARING ABOUT THE
MARKETS BY WORD OF MOUTH, BY
FAR THE MOST COMMON METHOD

3 people



AVERAGE SIZE OF HOUSEHOLD

~3 miles



61% OF PARTICIPANTS SAID THEY
LIVED LESS THAN 3 MILES FROM
MARKET

Key Findings

Vendors



20



NUMBER OF VENDORS WHO
PARTICIPATED IN MARKETS

+\$200

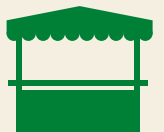
AVERAGE DOLLAR VALUE OF
PRODUCTS SOLD BY A VENDOR PER
MARKET

\$190



AVERAGE COST OF PARTICIPATING
IN A MARKET

100%



OF VENDORS ARE INTERESTED IN
PARTICIPATING IN FUTURE MARKETS

Key Findings Results



\$11



**AVERAGE AMOUNT SPENT BY
MARKET ATTENDEE**

64%



**REPORTED THEY WERE MORE
LIKELY TO CONSUME FRESH FOOD
BECAUSE OF A MARKET**

94%



**REPORTED THEY WOULD
PATRONIZE IN ANOTHER MARKET**

97%



**REPORTED THEY WERE "LIKELY" OR
"VERY LIKELY" TO TELL A FRIEND
ABOUT THE EVENT**

Analysis Recommendations



ANALYSIS

The results of the participant surveys for each market highlights several key factors. The data obtained suggests that the markets attract residents that live within 3 miles of the market site. It was also found that these participants were investing in the markets to obtain fresh, healthy affordable food from local farmers and food vendors. Market participants reported hearing about the markets through word of mouth, which this observation would suggest that future markets will continue to build momentum as awareness of the markets spread. Lastly, the data highlights that roughly 64% of market participants were more likely to consume healthy fresh food. This data highlights a significant factor regarding fresh food consumption and indicates a promising mode of engagement around the challenge of healthy food access.

Our vendor survey identified advantages and disadvantages that need to be further explored:

- (1) To explore the challenges of the St. Joe County Department of Health (SJCDH) permit process. While food safety must remain the priority, we found that it was administration rather than compliance that created barriers to market access regarding vendor participation.
- (2) To continue providing subsidies to local farmers and food vendors to reduce barriers and obstacles regarding fresh food access. We provided a stipend of \$500 to local farmers and fresh food vendors which effectively incentivized some vendors to reduce the costs of their products.

RECOMMENDATIONS

The EEE Team recommends the following course of action to continue exploring market viability and success:

- To continue to build momentum by holding markets for the next 3-5 years.
- To continue to engage and foster relationships with vendors beyond the markets.
- To continue to work with the St. Joe County Department of Health to streamline the permit process and build stronger communications.
- To facilitate coordination between our internal and external stakeholders
- To continue to provide incentives to vendors to participate in markets, reduce costs, and increase fresh food access.
- To increase vendor diversity to provide access to a wider variety of fresh food products.

